What is claimed is:

1. A method of discovering an Ethernet address of a target device in a network having a plurality of devices, the method using a device name of the target device and comprising:

forming a broadcast Ethernet packet including a source address field and a payload field, the source address field including an Ethernet address of an initiator and the payload field of the broadcast Ethernet packet including the device name;

broadcasting the Ethernet packet over the network to each device in the network including the target device;

ignoring the broadcast Ethernet packet at the devices other than the target device;

receiving a response Ethernet packet from the target device, the response Ethernet packet including a destination address field, the destination address field including the Ethernet address of the initiator and the response Ethernet packet including the Ethernet address of the target device.

2. The method according to claim 1, wherein the response Ethernet packet includes a payload field, the payload field including the Ethernet address of the target device.

3. The method according to claim 2, wherein the response Ethernet packet includes a source address field, the source address field including the Ethernet address of the target device.

4. The method according to claim 1, further comprising checking an address memory and determining that the Ethernet address of the target device is not found in the address memory prior to forming the broadcast Ethernet packet.

5. The method according to claim 4, further comprising storing the Ethernet address of the target device in the address memory in association with the device name after receiving the response Ethernet packet.

6. The method according to claim 1, the broadcast Ethernet packet and the response Ethernet packet each including a type field, the type field including the value 0806 hexadecimal.

7. The method according to claim 1, the broadcast Ethernet packet and the response Ethernet packet each including a sender hardware address field, a sender device name field, a receiver hardware address field and a receiver device name field.

8. A method of establishing a connection between an initiator and a target device in a network having a plurality of devices, the initiator having an Ethernet address and the target device having an Ethernet address, the method comprising:

checking an address memory for the Ethernet address of the target device;

when the Ethernet address of the target device is not found in the address memory, performing steps of:

forming a broadcast Ethernet packet including a source address field and a payload field, the source address field including the Ethernet address of the initiator and the payload field of the broadcast Ethernet packet including the device name of the target device;

broadcasting the Ethernet packet over the network to each device in the network including the target device;

ignoring the broadcast Ethernet packet at the devices other than the target device;

receiving a response Ethernet packet from the target device, the response Ethernet packet including a destination address field, the destination address field including the Ethernet address of the initiator and response Ethernet packet including the Ethernet address of the target device; and

storing the Ethernet address of the target device in the address memory in association with the device name of the target device;

when the device name is found in the address memory, performing steps of:

sending a login request from the initiator to the target device; and

receiving a logic response from the target device at the initiator.

9. The method according to claim 8, wherein the response Ethernet packet includes a payload field, the payload field including the Ethernet address of the target device.

10. The method according to claim 9, wherein the response Ethernet packet includes a source address field, the source address field including the Ethernet address of the target device.

11. The method according to claim 8, the broadcast Ethernet packet and the response Ethernet packet each including a type field, the type field including the value 0806 hexadecimal.

12. The method according to claim 8, the broadcast Ethernet packet and the response Ethernet packet each including a sender hardware address field, a sender device name field, a receiver hardware address field and a receiver device name field.

13. A method of discovering a device name of a target device in a network having a plurality of devices, the method using an Ethernet address of the target device and comprising:

forming a broadcast Ethernet packet including a source address field and a payload field, the source address field including an Ethernet address of an initiator and the payload field of the broadcast Ethernet packet including the Ethernet address of the target device;

broadcasting the Ethernet packet over the network to each device in the network including the target device;

ignoring the broadcast Ethernet packet at the devices other than the target device;

receiving a response Ethernet packet from the target device, the response Ethernet packet including a destination address field and a payload field, the destination address field including the Ethernet address of the initiator and the payload field including the device name of the target device.

14. The method according to claim 13, wherein the response Ethernet packet includes a source address field, the source address field including the Ethernet address of the target device.

15. The method according to claim 13, further comprising checking an address memory and determining that the device name of the target device is not found in the address memory prior to forming the broadcast Ethernet packet.

16. The method according to claim 15, further comprising storing the device name of the target device in the address memory in association with the device name after receiving the response Ethernet packet.

17. The method according to claim 13, the broadcast Ethernet packet and the response Ethernet packet each including a type field, the type field including the value 0806 hexadecimal.

18. The method according to claim 13, the broadcast Ethernet packet and the response Ethernet packet each including a sender hardware address field, a sender device name field, a receiver hardware address field and a receiver device name field.

19. A computer readable memory comprising computer code for implementing a method of discovering an Ethernet address of a target device in a network having a plurality of devices, the method using a device name of the target device and comprising:

forming a broadcast Ethernet packet including a source address field and a payload field, the source address field including an Ethernet address of an initiator and the payload field of the broadcast Ethernet packet including the device name;

broadcasting the Ethernet packet over the network to each device in the network including the target device, wherein the broadcast Ethernet packet is ignored at the devices other than the target device; and

receiving a response Ethernet packet from the target device, the response Ethernet packet including a destination address field, the destination address field including the Ethernet address of the initiator and the response Ethernet packet including the Ethernet address of the target device.